PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
MAY-AUGUST 2026 EXAM
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
JMS204 – BROADCAST NEWS GATHERING, WRITING AND REPORTING

FINAL PROJECT – TV NEWS PACKAGE - 40%

A. Project Details

- **Project**: TV NEWS PACKAGE FOR A STATION OF YOUR CHOICE, shot using live multicamera techniques.
- **Nature**: GROUP Project (Student is to collaborate with a few other students in a media house as previously assigned by the lecturer)
- Project should have a Total Run Time (TRT) of 28-30 minutes
- The project should have a Great News Intro Theme – a strong montage, eye catching visuals, and with appealing motion graphics and music.
- Cover different TV News stories that touch on an array of topics, and which employ accuracy, balance and objectivity.
- Skillfully incorporate voiceovers, piece-to-camera skills, and live reporting skills.
- Apply rhetorical and expository skills to include a well thought news feature story on an issue that is timely. The news feature should be strictly between 4-5 minutes long.
- Incorporate adverts in not more than 3 commercial breaks. Products and services advertised MUST be relatable to the target audience.

B. Requirements

1. Have a **UNIQUE** name for your TV Station
2. Have 2 anchors (male and female).
3. Have a **unique** and appealing name for the News Bulletin.
4. Write a television news Running Order and detailed television news scripts for each of the stories. Maintain the correct Television news script format.
5. Have at least 70% **original** news stories (done by the students). You can download the remaining 30% news or rewrite Newspaper copy stories (**Only for Readers**).
6. Have various story types that cover a wide variety of news values. Ensure the various stories are well presented in well thought out news segments. Also carefully choose both the lead story and the end story.
7. Have a TV News Outro that includes credits for roles played by each student.

Evaluation will be based on the following:

i. The Station and Bulletin's name and the television news intro theme. **(4 marks)**
ii. The news running order and proper news scripts. **(4 marks)**
iii. The headlines appeal and summary of the core of the newscast. **(4 marks)**
iv. Story variety and interviewing real people in real news stories. **(4 marks)**
v. The lead story choice, and the end story choice. **(4 marks)**
vi. The broadcast newswriting style: tenses, active voice, attribution, figures/numbers, local angle of the stories. **(4 marks)**
vii. The professional news anchors and reporters' style: Natural delivery, proper tempo/speed, linking of stories, audience engagement and appeal, coordination between the anchors and reporters. **(4 marks)**
viii. The creative use and sync of the visuals (single cam and multicamera angles), B-Rolls, voiceovers, sounds from actualities, and sound effects. **(4 marks)**
ix. The news feature story production and relevance. **(4 marks)**

x. A short brief explaining the target audience, newsworthiness of stories, and a critique of the process highlighting the challenges and lessons learnt **(4 marks)**

C. Deliverables

- Each student is to share their own copy of the entire work even though part of it is done in a team.
- A 28-30 minutes mp4 video clip of the news programme submitted as a Google Drive link. The finalized newscast should be submitted online as a shared link from your Google Drive. The link should be shared in such a way that anyone with the link can view. Copy and embed the Google Drive link in the word document described below.
- Submit a Word document on the OC. The document should include;
    - The project Google Drive link,
    - The TV News Running Order
    - Well written TV news scripts for each of the stories,
    - A written brief that critiques the entire process, and as well explains the individualized roles played by each group member. Remember to rate the contribution of each group member out of a score of 5 points.

N/B

1. Start working on the news items early to avoid last minute rush.
2. BACK UP your work so that **no computers crash and flash disks malfunction** when you are just about to submit your work!
3. Book the studio early.
4. Refer to the rubric below for further guidelines on grading.

Grading Rubric

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
1. Station Identity & News Intro Theme	Station and bulletin names are highly creative, memorable, and professional. Intro theme features a powerful montage with exceptional visuals, motion graphics, and music that immediately captivates viewers. Branding is cohesive and impactful.	Names are creative and appropriate. Intro theme is engaging with good visuals, graphics, and music. Overall branding is strong with minor areas for enhancement.	Names are acceptable but not particularly distinctive. Intro theme is adequate with decent visuals and music but lacks memorability. Basic branding elements are present.	Names are generic or unoriginal. Intro theme is basic with limited visual appeal or poor music selection. Branding is inconsistent or underdeveloped.	Names are uncreative or missing. Intro theme is absent, poorly executed, or fails to engage. No clear branding exists.
2. Running Order & Script Quality	Running order is flawlessly structured with logical flow, perfect pacing, and strategic story placement. Scripts are professionally formatted with clear	Running order is well-structured with good flow. Scripts are properly formatted and demonstrate strong broadcast	Running order is logical but could be more strategic. Scripts follow basic format with acceptable writing but	Running order has flow issues or poor story placement. Scripts have formatting errors and frequent broadcast writing style mistakes.	Running order is disorganized or incomplete. Scripts are missing, poorly formatted, or use print-style writing throughout.

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
	cues, precise timing, and excellent broadcast writing (active voice, proper attribution, appropriate tense).	writing skills with minor errors.	contains some broadcast style errors.		
3. Headlines & Newscast Summarization	Headlines are compelling, concise, and perfectly summarize the core of the newscast. They create immediate interest and effectively preview the most important elements of each story.	Headlines are clear and engaging, providing a good summary of the newscast's main points with minor opportunities for improved impact.	Headlines adequately preview the newscast but lack punch or clarity in some areas. Basic summarization is present.	Headlines are vague, confusing, or fail to summarize effectively. Some stories lack proper preview.	Headlines are missing, poorly written, or do not represent the newscast content.
4. Story Variety & Interviewing	Exceptional variety of story types covering diverse news values. All interviews are conducted with real	Good variety of story types covering multiple news values. Interviews	Adequate story variety with some repetition in type or topic. Interviews are	Limited story variety with over-reliance on certain types. Interviews are	Little to no variety in story types. Interviews are missing, staged, or

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	people in real newsworthy scenarios. Interview subjects are relevant, articulate, and provide meaningful perspectives. Balance and objectivity are maintained throughout.	feature real people in appropriate scenarios with relevant content. Minor balance issues may exist.	present but may lack depth or perfect relevance.	few, poorly executed, or feature inappropriate subjects.	with irrelevant subjects.
5. Lead & End Story Selection	Lead story is powerfully captivating with strong news value that immediately hooks viewers. End story is thoughtfully chosen to provide a perfect conclusion—memorable, impactful, or emotionally resonant. Both choices demonstrate strategic	Lead story is engaging and appropriate. End story provides a satisfactory conclusion. Choices demonstrate good understanding of newscast structure.	Lead and end stories are acceptable but not particularly strategic. They fit basic news criteria but lack special impact.	Lead story is weak or poorly chosen. End story is anticlimactic or does not suit a concluding role.	Lead and end story choices are inappropriate, missing, or show no understanding of newscast structure.

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
	understanding of newscast structure.				
6. Broadcast Newswriting Style	Writing demonstrates mastery of broadcast style throughout. Present tense used effectively for immediacy. Active voice predominates. Attribution is correctly placed after statements. Numbers are rounded and simplified. Local angles are consistently emphasized. Writing is conversational and crafted for the ear.	Strong broadcast writing with most elements correctly applied. Occasional errors in tense, voice, or attribution. Local angles are generally present.	Acceptable writing that mostly follows broadcast conventions but has recurring style errors. Local angles are sometimes weak or forced.	Frequent broadcast style errors (print-style writing, passive voice, incorrect attribution, unnecessary numbers). Local angles are rarely addressed.	Consistently uses print-style writing with no understanding of broadcast conventions. Local angles are absent.
7. On-Air Performance & Coordination	Anchors and reporters demonstrate exceptional professionalism.	Professional delivery with natural style. Good pacing and	Adequate on-air performance with mostly natural delivery. Some	Stiff or unnatural delivery. Frequent pacing errors. Poor story linking or	Unprofessional presentation. Monotone or erratic delivery.

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
	Natural, conversational delivery with perfect pacing. Smooth story linking and transitions. Strong audience engagement through eye contact and vocal variety. Flawless coordination between anchors, reporters, and production team.	effective story linking. Strong audience engagement and coordination with minor issues.	pacing issues or awkward transitions. Acceptable coordination but occasional stiffness.	audience engagement. Coordination issues between team members.	Story transitions are confusing or missing. No audience engagement or team coordination.
8. Visual Production & Creative Use of Media	Exceptional creative use of visuals throughout. Smooth integration of single- and multi-camera angles. B-Roll is perfectly synced and highly relevant. Sound from actualities, natural	Strong visual production with effective use of camera angles. B-Roll and sound elements support the stories well. Minor syncing or creative issues.	Adequate visual production with acceptable camera work. B-Roll is present but sometimes generic or weakly synced. Sound elements are basic.	Limited or ineffective use of visuals. Camera work is static or poorly framed. B-Roll is irrelevant or missing. Sound elements are poorly integrated.	Visual production is severely lacking. No creative use of media. B-Roll, sound, and camera work are absent or unusable.

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
	sound, and sound effects are skillfully incorporated. Visuals enhance storytelling and maintain viewer engagement. Transitions are seamless.				
9. Feature Story Production & Relevance	Feature story is compelling, well-researched, and highly relevant to a timely issue. Production values are exceptional with strong narrative structure, effective interviews, powerful visuals, and emotional impact. Duration is precisely within 4–5 minutes.	Feature story is engaging and relevant with good production. Strong narrative with minor areas for improvement in structure or impact.	Feature story is acceptable but somewhat generic. Basic production with adequate interviews and visuals. May have minor timing issues.	Feature story is weak in content or relevance. Poor production with limited research or interviews. May be too short or too long.	Feature story is missing, irrelevant, or poorly executed. No narrative structure or effective production elements.

Criteria	Excellent (4 pts)	Very Good (3.2 pts)	Good (2.4 pts)	Fair (1.6 pts)	Needs Improvement (0.8 pts)
10. Written Brief & Team Evaluation	Brief is thorough, insightful, and professionally written. Target audience analysis is detailed and specific. Newsworthiness justification is comprehensive for each story. Process critique shows deep reflection with specific challenges and clear lessons. Team roles are clearly defined and individual ratings (out of 5) are justified with evidence.	Brief is well-written with good analysis and reflection. Most elements are covered thoroughly with minor omissions. Team evaluation is clear and justified.	Brief covers all required elements but lacks depth in some areas. Analysis is adequate but general. Team evaluation is present but brief.	Brief is incomplete or superficial. Missing important elements of analysis or critique. Team evaluation is vague or missing.	Brief is missing, extremely brief, or does not address required elements. No team evaluation or analysis.